

# **Abstract of the Disclosure**

Information received from television receivers is processed to determine channels viewed. Channels not viewed may be reallocated as data channels to support data services. If information received from a television receiver indicates that a channel assigned to data services is tuned for viewing, data services are cancelled or reassigned and broadcast of a program is restored in that channel. In another embodiment of the invention, channels not viewed are transmitted at a reduced data rate, and bandwidth made available by the reduction in data rate may be assigned for data services. If information received from a television receiver indicates that a channel configured for reduced data rate transmission is tuned for viewing, data services are cancelled, reduced, or reassigned and the program is broadcast at a higher data rate. A software program operable on a receiver transmits channel information when the receiver is enabled or when a channel is selected.